

## Message Text

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ACTION CU-06

INFO OCT-01 EUR-12 ISO-00 SSO-00 SP-02 L-03 INR-10  
PA-02 HA-05 INRE-00 /041 W  
-----090977 131859Z /41

O 131706Z MAR 78  
FM AMEMBASSY LISBON  
TO USIA WASHDC IMMEDIATE  
SECSTATE WASHDC IMMEDIATE 5031

UNCLAS SECTION 1 OF 2 LISBON 1859

USIAC

FOR IEU

STATE FOR CU

E.O. 11652: N/A  
SUBJECT: BILATERAL COMMUNICATION RELATIONSHIP FOR CP

REF: DIRECTOR'S PAO LETTER OF FEBRUARY 10, 1978

FOLLOWING HAS BEEN APPROVED BY THE AMBASSADOR:

THE EUPHORIA WHICH FOLLOWED PORTUGAL'S COUP FOUR YEARS  
AGO HAS DISSIPATED IN THE ENSUING STRUGGLE AGAINST A  
COMMUNIST TAKEOVER ATTEMPT, THE EFFORT TO CONSOLIDATE  
DEMOCRATIC INSTITUTIONS, AND THE SPECTER OF A SICK ECONOMY.  
PORTUGUESE LEADERS ARE COMMITTED TO MAKING DEMOCRACY AND THE  
ECONOMY WORK. NEITHER TASK WILL BE EASY.

THE ROLE OF THE UNITED STATES IN PORTUGAL HAS CHANGED  
DRAMATICALLY SINCE THE DARK DAYS OF 1974-75 WHEN COMMUNIST  
DOMINATION THREATENED. THE UNITED STATES HAS EMERGED AS  
A MAJOR FORCE IN PORTUGUESE POLITICAL AND ECONOMIC  
LIFE. HIGH U.S. VISIBILITY IS BOTH BAD AND GOOD--  
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SOME PORTUGUESE ARE GRATEFUL AND OTHERS RESENTFUL ABOUT  
AMERICAN ASSISTANCE, WHICH NOW TOTALS NEARLY \$1 BILLION.  
THE COMMUNISTS KEEP UP A DRUMBEAT OF ACCUSATIONS. FOR  
THE PORTUGUESE COMMUNIST PARTY, AMERICAN AID TO PORTUGAL  
IS DESIGNED ONLY TO FOSTER ECONOMIC AND POLITICAL  
DEPENDENCY.

PORTUGAL IS REFORMULATING ITS INTERNATIONAL OUT-LOOK, STRUGGLING WITH AN INSULAR ORIENTATION AND A POPULATION OVERWHELMED BY DOMESTIC PROBLEMS. THE LEADERSHIP IS COMMITTED TO PORTUGAL'S EUROPEAN OPTION--ACTIVE NATO PARTICIPATION AND FULL INTEGRATION INTO EC. NOT ALL PORTUGUESE ARE CONVINCED. A STILL-ACTIVE PORTUGUESE INTEREST IN AFRICAN AFFAIRS CONTRIBUTES TO BILATERAL COMMUNICATION ON NORTH-SOUTH AND OTHER POLITICAL/ECONOMIC ISSUES RELATED TO THE DEVELOPING WORLD. DIALOGUE ON HUMAN-RIGHTS CONCERNS IS MORE COMPLICATED; MANY PORTUGUESE APPLAUD U.S. INTERNATIONAL INITIATIVES, BUT SOME ARE UNHAPPY. THOSE WHO HAVE LOST PROPERTY AND POSITION IN THE REVOLUTIONARY PROCESS QUESTION AMERICAN PRAISE OF THE PORTUGUESE HUMAN RIGHTS RECORD.

IN CULTURE AND EDUCATION, PORTUGAL STANDS APART FROM THE REST OF WESTERN EUROPE. IT IS LESS SOPHISTICATED AND LESS DEVELOPED (I.E., 35 PERCENT ILLITERACY). HISTORICALLY, THE INTELLECTUAL ELITE HAS LOOKED TO FRANCE NOT THE UNITED STATES. DESPITE LARGE-SCALE MIGRATION TO THE UNITED STATES FROM THE MAINLAND AND FROM THE AZORES, RELATIVELY LITTLE IS KNOWN OF AMERICAN CULTURE. THE PORTUGUESE HAVE PRACTICALLY NO OPPORTUNITY TO SEE AMERICAN CULTURE UNLESS THE U. S. EMBASSY SPONSORS VISITING PERFORMING ARTISTS. THERE IS NO IMPRESARIO WORTHY OF THE NAME. SERIOUS AMERICAN BOOKS AND PERIODICALS

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ARE UNAVAILABLE TO INDIVIDUALS AND INSTITUTIONS WHO WANT THEM; THE COMMERCIAL TRADE ONLY RECENTLY RECOGNIZED THE PORTUGUESE PUBLIC'S GROWING INTEREST IN AMERICAN BOOKS. BUT THE EVENTUAL EFFECT OF THIS BELATED RECOGNITION IS STILL UNKNOWN.

FEW PORTUGUESE BORN SINCE WORLD WAR II HAVE MORE THAN A SUPERFICIAL KNOWLEDGE OF U.S. HISTORY, GOVERNMENT, VALUES, AND CULTURE. OPPORTUNITIES TO LEARN ARE DISTRESSINGLY INADEQUATE. THE CLICHE PERSISTS AMONG PORTUGUESE INTELLECTUALS THAT AMERICA, THE CONSUMER SOCIETY PAR EXCELLENCE, IS A CULTURAL WASTELAND. PARADOXICALLY, ENGLISH HAS REPLACED FRENCH, AMONG THE YOUNGER GENERATION AT LEAST, AS THE MOST DESIRABLE SECOND LANGUAGE.

IN HIGHER EDUCATION, THERE IS A GROWING INTEREST IN AMERICAN STUDIES, SO FAR HEAVILY LACED WITH LITERATURE,

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FM AMEMBASSY LISBON  
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UNCLAS SECTION 2 OF 2 LISBON 1859

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STATE FOR CU

WITH LESSER ATTENTION GIVEN TO AMERICAN SOCIETY AND HISTORY. AMERICAN STUDIES SUPPORTERS, HOWEVER, CURRENTLY ARE BATTLING AN EDUCATION MINISTRY EFFORT TO REDUCE THEIR COURSE OFFERINGS TO MERE ELECTIVES. ELSEWHERE, OPPORTUNITIES ARE OPEN TO PROVIDE LECTURES AND BOOKS, ESPECIALLY IN BROAD ECONOMIC FIELDS AS WELL AS BUSINESS AND PUBLIC ADMINISTRATION. ADDITIONALLY, WE CAN HAVE A USEFUL ROLE IN SHARING THE AMERICAN EXPERIENCE AS THE PORTUGUESE SEEK TO CREATE ONE OR TWO MASS COMMUNICATIONS SCHOOLS. NONE NOW EXISTS.

FEW PORTUGUESE STUDY IN THE UNITED STATES; EVEN FEWER AMERICANS ARE STUDYING IN PORTUGAL. AMERICAN UNIVERSITY COSTS CAN BE JUSTIFIED, TO INDIVIDUALS OR SCHOLARSHIP-GRANTING AGENCIES, ONLY IN THE RAREST OF CASES. AS A RESULT, RELATIVELY FEW PORTUGUESE LEADERS HAVE U.S. TRAINING OR INSTITUTIONAL TIES.

BUT THERE ARE ALSO IMPORTANT PLUSES. THE WARINESS PORTUGUESE HAD OF ASSOCIATION WITH THE U.S.  
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EMBASSY AND ITS PROGRAMS IN THE 1974-75 PERIOD IS LARGELY GONE. IN PROGRAMMING ACTIVITIES THE POST USUALLY FINDS WILLING CO-SPONSORS. OUR INSTITUTIONAL

TIES ARE GROWING. INCREASINGLY, MEDIA PRODUCTS ARE  
JUDGED ON THEIR MERITS--NOT THEIR SOURCE.

PORTUGUESE SOCIETY REMAINS IN A STATE OF FLUX,  
LEADERSHIP TURNOVER INSIDE GOVERNMENT, THE MEDIA, AND  
EDUCATIONAL INSTITUTIONS WILL CONTINUE TO PRESENT  
DIFFICULTIES--FOR OUR AUDIENCE RECORDS SYSTEM, FOR  
PROGRAMMING GENERALLY. AND WE CANNOT DIVORCE THE NEAR  
AND MEDIUM-TERM COMMUNICATIONS RELATIONSHIP FROM THE  
STILL UNKNOWN UPS-AND-DOWNS  
HK THE POLU  
KVAGLZSVIZEBKTPDD.S WE SHOULD BE ABLE TO  
WORK MOST CONSTRUCTIVELY FOR THE MUTUAL BENEFIT OF OUR  
TWO COUNTRIES.  
JORDAN

NOTE BY OC/T: LAST SENTENCE AS RECEIVED.

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## Message Attributes

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**Review Markings:**  
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